

## Career Portfolio Development by Jake Sheridan

One of the hottest areas of career development is in career portfolio development. Just like the artistic professions the career portfolio is making its jump into the mainstream labour market of today.

A career portfolio is a tool by which one would demonstrate endorsements by colleagues, friends, and family. You can also include endorsements from businesses you have done work with. You would also show the contribution you have made and define in more broad terms your skill set and any present or future plans.

There is no single way to construct a portfolio, yet the main point would be to effectively communicate to the employer your experiences, strengths, passions, talents and accomplishments.

I personally have found my portfolio to be incredibly effective during job interviews, as it lends depth and credibility to the answers I give. My wife has also had tremendous success with her career portfolio, and recently was asked for and received a much higher salary during her interview. The portfolio builds confidence to those difficult questions regarding your growth and worth as a contributing employee.

Employers are much more aware of your talents when you show them rather than tell them of your accomplishments. I have coined this the "show and tell" method of career development. For the next few weeks I will be continuing this article on portfolios, each week giving a few tips on portfolio development and how to develop it online and in print. You can find a list of all tips as well as the full article on [www.pepjob.com](http://www.pepjob.com), under the "portfolios" section.



**Tip #1:** If a portfolio is constructed for a specific industry or job interview then the text should incorporate job-related language or "keywords" linking the text to a specific expectation at the new job. These "keywords" could be gathered from job announcements, newsletters, networking, information interviews, research in the library, or online. You would also weed out items in the portfolio that would have no relevance to the employer.

*Jake Sheridan has a great deal of expertise in the fields of career development, employment counselling and info technology. He has just started working as a Hi-Tech Job Search Facilitator with the Phoenix Empowerment Program, integrating traditional job search methods with innovative and cutting edge computer assisted job search techniques.*

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